



OperationPollinator[®]
Multifunctional Landscapes

syngenta.

Communicating with players,
members and the community

Bringing your golf course to life

- Materials which will help players, members and the community understand the project, it's benefits and the work which the club is undertaking
- Log on to:
<http://www.greencast.co.uk/uk/environment/operation-pollinator-publicity-resources>
- Download licence agreement to allow use of the Operation Pollinator logo (free)
- Sign and return agreement to Syngenta
(Bees of Europe Poster available for use in the club house)

Materials available

- Presentation to use with committees, members and the community
- Press release template for local PR
- Literature
- Logo
- Photographs
- Poster



Publicity ideas for golf clubs

- Announce involvement in local newspapers and regional TV (use the Press Release template)
- Report sightings of rare bumblebees or other insects
- Nominate a Club Member as an Operation Pollinator champion to report successes
- Post information and updates on management and observations on notice boards and the club website
- Erect display boards on project plans and what to look out for in key areas
- Invite the golf club youth section or local schools to get involved with management and monitoring
- Get involved with local environmental groups to engage in monitoring
- Encourage the Club Secretary to use Operation Pollinator involvement as a hook to attract new members
- Submit photographs of attractive features and insects activity to local newspapers and TV alongside PR
- Engage with club members by using Operation Pollinator as a springboard for ecological initiatives

- www.operationpollinator.com/golf
- www.greencast.co.uk/uk/environment/operation-pollinator-publicity-resources
- www.everris.co.uk
- Bob Taylor - STRI
- Simon Watson - Syngenta
- Emorsgate Seeds www.wildseed.co.uk 01553 829028
- The above details will be emailed to you after the workshop.